



The Grapevine

The Latest News from His Branches
A Christian Ministry of Whole Person Care

"I am the Vine and you are the branches. He who abides in Me, and I in him, bears much fruit."

December 2009

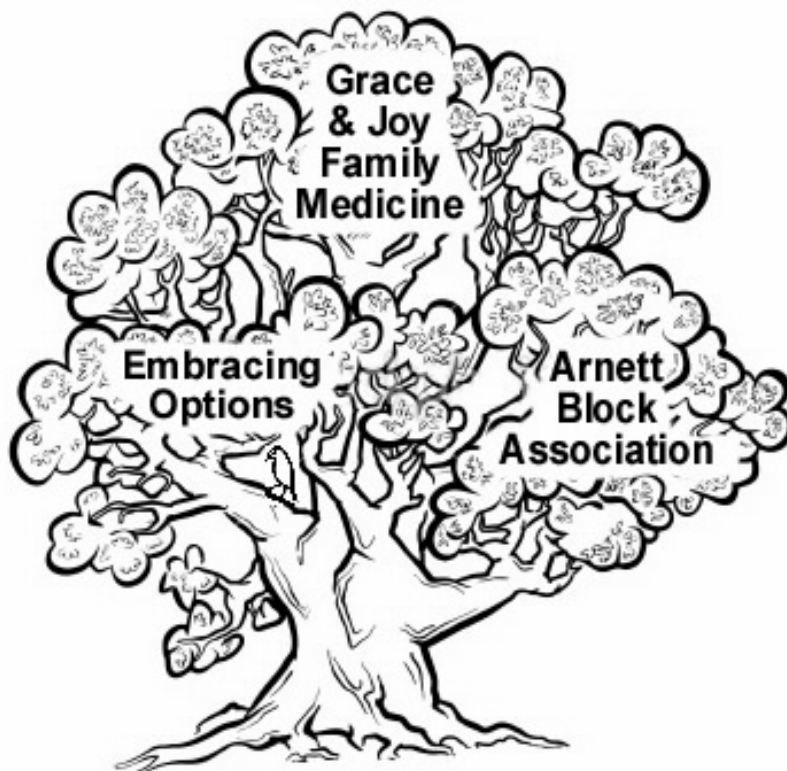
Inside This Issue:

- ***New Vision in 2010***
- ***Partnership***
- ***Our Great Team!***
- ***Sliding Fees***
- ***Supporting MCCF***
- ***Embracing Options***
- ***Future Growth***
- ***Arnett Block Association***
- ***United Way***
- ***5/13/10 Banquet Date***

New Vision in 2010

As 2009 comes to a close, we're anticipating the new plans the Lord has for us to fulfill. This past summer, in response to the growing need here, we pulled together a development committee that includes Board members, some staff, and others willing to donate their time. We recognize the urgency to establish ourselves on a solid financial base with community support to keep our doors open during this time of deep economic stress. Meeting monthly, the Lord has blessed us with expanded opportunities and relationships with individuals and with local community action groups who can help.

In July we met with the Ad Council of Rochester to "write our vision on a tablet" (Habakkuk 2:2-3) and clarify what we're called to do. The Strategic Round Table met for 3 hours to generate ideas and identify the challenges we face. With the help of 10 marketing professionals who volunteered their time, we prioritized a lot of great ideas. We learned the importance of website optimization, how to tailor our message, and how to recruit administrative staff that can help us reach our goals. We all came away energized and encouraged. Our upcoming fund raising banquet on May 13th is one of the ideas we are moving on. More to come on that!



**Community Outreach Activities
Supported by His Branches**

Become a Partner or Volunteer!

His Branches, Inc is funded by the generous donations of individuals who partner with us in sharing the gospel of Jesus Christ with people needing comprehensive continuing care. If you would like to join the His Branches, Inc. team, please call our main office at 585-235-9000.

Visit the Grapevine online at

www.hisbranches.org/grapes



Medical Outreach Ministries

As Christians specializing in Family Medicine, our practices seek to reach out to those who are underserved in our community with a Christ-centered, whole person approach that integrates comprehensive, contemporary family medical care with faith-related inquiry and prayer. We try to spend quality time with every patient so that we can get to know each one personally and address their concerns thoroughly.

Providers & Medical Staff

Jennifer L. Celso, PA
Matthew D. Mack, MD
William R. Morehouse, MD
Alicia A. Reeves, PA
Linda Sekovksi, Med. Asst.
Melinda Monk, LPN
Suzy Delmege, RN
Diane Leyden, RN

Our Office Staff

Michelle Preston
Crystal Griffin
Ruth Smith
Sarah Love
Gloria Ward
Bill Waldert
Jim Delmege

Locations and Office Hours:

Grace Family Medicine

340 Arnett Boulevard
Rochester, NY 14619
Telephone: 585-235-2250
Fax: 585-235-0011

Hours:

Monday-Friday – 8:30 - 5:30

Joy Family Medicine

918 N. Goodman Street
Rochester, NY 14609
Telephone: 585-697-0004
Fax: 585-697-0046

Hours:

Monday – 3 - 7 pm
Wednesday – 2 - 4:30 pm
Thursday – 12:30 - 4:30 pm
3rd Saturday – 11 am - 3 pm

Our Great Team at Grace Family Medicine!

Stop in at Grace Family Medicine and meet our new staff members, medical secretaries Michelle and Crystal. We're so glad to have them join us, bringing cheerful faces and new talents to our team. Dr. Matthew Mack is a very welcome addition, taking on new patients and urgent care needs. We are so pleased to have such a hard working front office team, training on the job while meeting the growing needs of our providers and patients. They work so well in collaboration with our nurses and billing staff.

Our nurses, Mindy and Linda, and our providers, Dr. Morehouse, Dr. Mack, and Jen Celso strive to work in unity as they provide the comprehensive care our patients so genuinely need. Prayer is a regular and vital component, both as a staff and with patients. Our dedicated nurses and providers often work through their lunch hour and after hours to bring excellent care to a needy population. We are grateful for the growing harmony of vision, dedication to serve, and sacrifice these people display daily.

With the complexity of medical billing, we've brought on a lovely lady, Gloria, who is doing a fantastic job with our billing in house. She is carefully sorting through insurance paper work and billing claims as they get rejected and have to be resubmitted.

Bill Waldert and Sarah Love are working hard on the many administrative details it takes to keep His Branches going: problem solving, planning staff meetings, backing up the staff, and simply being there when things get hectic.

Our Sliding Fee Scale and Medicaid

Due to rising costs and loss of employment, more and more of our patients are using our Sliding Fee Scale, which bases the cost of their visit on their income, to pay for appointments. In addition, many patients come to us with Medicaid to pay for their visit. After submitting claims to Medicaid and applying our sliding fee scale, we're paid significantly less than our usual "fee for service" charges. With the increase in patients that are uninsured or on Medicaid we're finding that we can't keep up with our overhead costs of staffing, building, vaccines, malpractice insurance, etc..

Many of our patients are on several medications, which they must pay for out of pocket. In the past, drug representatives have given us samples to help them out. Recently, the sample donations are dwindling, leaving us no avenue to help these patients. There are many health care needs in this community. We need your help in filling the gap between what the patients and insurers can provide and what it actually costs us to provide that care. Please help us keep our doors open to the uninsured and underinsured!



We're still accepting New Patients! Please call one of our offices for more details!

Supporting Christian Health Professionals

For over 25 years, Dr. Morehouse has been the faculty advisor to the Medical Center Christian Fellowship group at the University of Rochester School of Medicine. Backed up by His Branches, support among community physicians has grown. This year there's an active group of about 25 students on campus and over 100 Christian providers who participate in a number of faith-building activities together. Visit MCCF online at www.grmccf.org/activities for more about this vital ministry.



Care Net Crisis Pregnancy Services

**Sandi Clawson,
Director**

342 Arnett Blvd.
Rochester, NY

585-235-0690

*"From birth I have
relied on you; you
brought me forth
from my mother's
womb. I will ever
praise you"*

Psalm 71:6

EO and Grace Family Medicine

Many of you know that Sandi and others at Embracing Options are busy quietly meeting with young women in crisis (over 200 this year), offering pregnancy tests, counseling regarding abstinence and STDs, and helping the girls find prolife solutions to their dilemmas. These are complex problems in lives that are mixed up and sometimes appear hopeless. Many come to Christ as the gospel is shared and their lives turn around. What you may not be aware of is that often these girls find a safe place for prenatal care at Grace Family Medicine where Dr.

Morehouse goes on to deliver their rescued babies. The young women continue to bring their new children for care at our office. This gives a wonderful opportunity to continue the care and discipling that was begun upstairs at Embracing Options. What an amazing collaborative effort in His Kingdom! Isn't God good? We need your help to keep this effort going!

Future Growth

Our heart is to reach the people of Rochester for Christ by shining His Love openly through medical and crisis pregnancy care. There are a few groups that are talking with us about opening other crisis pregnancy offices similar to or in conjunction with Embracing Options. We would like to expand in our support of these groups. The spiritual hunger and physical needs are obvious but our resources are limited. Please help us to continue this work of mercy in our community.



***Remember: YOU can help local women
and families who are coping with stress,
illness, or unplanned pregnancy!***

- **100%** of any donation helps us provide vital services at Embracing Options and Grace Family Medicine.
- **100%** of your donation stays right here in the Rochester area.
- **100%** of each dollar donated is appreciated by our patients, clients, and all of us who work on staff or volunteer time to meet the needs of the underserved in our community.



-----Cut along this line-----

YES, I would like to help support His Branches and its community outreach ministries.

Amount of Donation:

	One Time	Monthly
<input type="checkbox"/> Crisis Pregnancy	\$ _____	\$ _____
<input type="checkbox"/> Medical Care	\$ _____	\$ _____
<input type="checkbox"/> Where you need it	\$ _____	\$ _____
Total	\$ _____	\$ _____

Method of Payment:

- ☐ Credit Card: ____ VISA ____ MC
☐ Check payable to "His Branches"

Cardholder Name: _____

Card No. _____

Expiration Date _____

Signature: _____



*A higher standard.
A higher purpose.*

*Please enclose this slip along with your donation and mail to His Branches, Inc.,
342 Arnett Boulevard, Rochester, NY 14619. All donations are 100% tax-deductible.*

BA Arnett Block Association

Several years ago, in response to concerns voiced by neighbors on Arnett Boulevard, Dr. Morehouse's wife, Susan, gathered a group and started the Arnett Block Association. We've been meeting once a month ever since then with neighbors, police officers, building inspectors, and landlords, working to reduce the crime, drug dealing, and gang violence in our area, closing each meeting with prayer. The group has spearheaded several positive community projects, including hosting a Bible Club and Block Party in our parking lot every year. This year we've arranged to have Rochester Community Bikes hold a Bike Clinic where 15 bikes and helmets will be given away and kids will be helped and taught how to fix their broken bikes. We've renovated the Arnett Library foyer with donated supplies and an artistic mural done by Richmond Futch. And, with the city's help, we've also planted a large perennial garden at the corner of Arnett and Wellington called the Arnett Bird and Butterfly Garden. It was just beautiful this year!



Donate with United Way

- Check the last box in Paragraph #3 on your United Way Donor Designation Form.
- Write His Branches, Inc. and enter our organization ID number: **2480**.
- Call **585-235-9000** to inform us so we can distribute your donation appropriately.

Our Board of Directors

Members

David J. Beinetti, AIA – President, SWBR Architects
Ann L. Geyer, CPA – Accountant, Private Practice
Hon. Willie Joe Lightfoot – Monroe County Legislator
Rev. Anthony Martorana – Pastor, Joy Community Church

Officers

Secretary – Eugene F. Young, PhD
Physicist, Xerox Corporation, Webster
Treasurer – Thomas J. Smith, CPA
Asst. Dir. of Finance, Eastman Dental Center
President – Hon. Roy Wheatley King, MA, JD
Presiding Judge (Ret.) Rochester Drug Court

Staff

William R. Morehouse, MD – Executive Director
William L. Waldert, MBA – Center Administrator

Contact Us

- Telephone: 585-235-9000
- www.hisbranches.org

Save The Date! ***for Our Spring Fundraiser at***



**Oak Hill
Country Club**

Thursday, May 13, 2010

***Help us support Christian community
outreach that brings hope, healing, and
restoration to our imperfect world.***



His Branches, Inc.
342 Arnett Boulevard
Rochester, NY 14619

Non-Profit Org.
U.S. Postage
PAID
Rochester, NY
Permit No. 357

Current Resident or

Contact List Address Label